

January 30, 2020



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POSTAL REGULATORY
COMMISSION
FOR THE SECRETARY

Commissioner Robert G. Taub, Chairman
Commissioner Michael Kubayanda, Vice-Chairman
Commissioner Mark Acton
Commissioner Ann Fisher
Commissioner Ashley Poling
Postal Regulatory Commission
901 New York Ave NW Ste 200
Washington DC 20268

RE: Docket RM2017-3

Dear Commissioners,

We are writing to urge you to reconsider your proposal to increase postal rates at several times the rate of inflation.


These increases, which are estimated to reach 7% per year, or 40% compounded over five years, will have a negative impact on our ability to carry out MANNA FoodBank's mission to involve, educate and unite people in the work of ending hunger in Western North Carolina. In fiscal year 2018-19, we distributed 19.8 million pounds of food—enough for 45,000 meals each day of the year—to more than 100,000 food-insecure residents in our 16-county service area. For every \$1 donated to MANNA, we are able to distribute enough food for four meals.

Today, we rely heavily on direct mail for a significant portion of our fundraising; in 2019, direct mail generated 34% of our contributed income, and fully 73% of our donors responded to at least one direct mail appeal. The proposed change would force us to make one of two decisions:

- Maintaining our direct mail program at current mail volumes. The proposed rate increase for us over five years would translate to approximately \$91,300. Every extra dollar we must spend on postage means food not distributed—in this case, food for 365,200 meals.
- Curtail our direct mail program, which would result a decrease in contributed income. Again, each dollar not donated means food for four meals not distributed.

Because of the detrimental effects this proposal will have on MANNA and the other 200 Feeding America food banks that also depend on reduced postage for fundraising, we strongly urge the Postal Regulatory Commission to reconsider this proposal. The food on the plates of thousands of our neighbors in need depends, quite literally, on your decision.

Sincerely,


Hannah Randall
Chief Executive Officer


Mary Nesbitt
Chief Development Officer

Involving, educating, and uniting people in the work of ending hunger in Western North Carolina